

Jane Baker Segelken

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SUMMARY

- Broad based knowledge of ethical, clinical, social, and economic issues in research design and implementation
- Experienced in program design, implementation, and assessment within educational and community-based organizations and agencies
- Established written and oral communication expertise
- Strong research and project management competency

SELECTED ADVOCACY ACTIVITIES

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| 2005 | National Mammography Quality Assurance Advisory Committee
Center for Devices and Radiological Health, Food and Drug Administration
Advisory Board Member — Four-year appointment |
| 2005 | Pilot Education Program
Proposal Reviewer
Program seeks to address the lack of community literacy concerning cancer clinical trials, to promote changes in knowledge, attitude, and intention among both community leaders and health care providers, and to enhance access to cancer treatment clinical trials. |
| 2004 — Present | Biomedical Research Alliance of New York
Affiliate Member |
| 2004, 2005 | California Breast Cancer Research Program
Advocate Reviewer
CRC/Socio-cultural, Psychological, Health Policy Review Panel |
| 2003 - 2005 | Department of Defense Breast Cancer Research Program
Advocate Reviewer
Era of Hope Scholars Peer Review Panel; Innovator/Era of Hope Award Panel; Mentor, Cell Biology Panel; member, Immunology Panel |
| 2003 | Susan G. Komen Foundation Peer Review
Advocate Reviewer
Member, Tumor Cell Panel |
| 1999 – Present | Ithaca Breast Cancer Alliance
Volunteer; Member, Board of Directors: President, 2002 – 2004 |

SELECTED PROFESSIONAL HIGHLIGHTS

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| 2004 - Present | Council for the Advancement of Adult Literacy, New York, New York
Contract Researcher
Conducted research on the current state of literacy levels among health care professionals; identified current initiatives addressing literacy issues; prepared research report. Conducted research on levels of corporate funding for literacy initiatives; prepared research report. |
| 2004 | Hospicare, Ithaca, New York
Intern
Conducted writing workshops for members of bereavement group dealing with grief issues; developed a writing tool for grief counselors to use to augment current counseling techniques. |

- Summer 2004 Consumers Union, Yonkers, New York**
Intern
Conducted research, monitored federal and state legislative activities related nursing home care; examined the state of dental care in the United States.
- 1980-2003 Media Relations/Editorial Consultant**
Wrote, edited, and proof read copy for journal articles, newsletters, brochures, direct mail and other print items. Corrected grammar, spelling, and punctuation; weeded out wordy expressions and changed the complex to a clear, direct communication; eliminate jargon; analyzed for tone and message; and made sure that what was written on page 8 was consistent with what was written on page 208. Created marketing plans and developed actionable materials. Identified appropriate media outlets and successfully place promotional pieces. Clients represented included: medical and other licensed professionals, educational institutions, corporations, nonprofit organizations, and retail businesses. Projects were developed and produced from initial concept through final publication.
- 2000-2003 DogWatch and CatWatch**
Editor (Contract)
Supervised publication of *DogWatch* and *CatWatch*, monthly newsletters published on behalf of the Cornell University College of Veterinary Medicine. Responsibilities included content and copy editing, developing lineups, assigning stories, graphics production, and publication coordination.
- 1995-2000 National Agricultural Biotechnology Council**
Executive Coordinator
Coordinated the activities of a complex, binational consortium of agricultural research and educational institutions: Duties included production oversight of newsletters, proceedings, and other publications.
- 1991-1995 Cornell University**
Extension Specialist in financial management and housing issues. Selected projects:
 - **Building an Understanding of Credit Services (BUC\$)**, an award-winning national educational resource designed to help limited-resource consumers use credit wisely. Developed, wrote and managed training and instructional materials and produced printed materials, including the 428-page guidebook.
 - **Building a Home Buyers' Educational Program**, a comprehensive, 114-page guidebook to support development and implementation of pre-purchase homebuyer educational programs.
 - **Implementing Home Buyers' Educational Programs**, a national satellite training conference held to help public and private sector collaborators utilize the *Building a Home Buyers' Educational Program* Guidebook.
- 1988-1990 Eric Mower & Associates**
Public Relations Specialist
Developed, implemented, and evaluated multi-faceted marketing communications programs. Clients included: Crouse Irving Memorial Hospital; Thomson Consumer Electronics; Agway, Inc.; Haviland & Co.; and Syracuse China.
- 1975-1980 The Syracuse Newspapers**
General assignment reporter

SELECTED PROFESSIONAL ACCOMPLISHMENTS

- 2005** Narrative Choices: Rooted in Reality, But May Not Be Completely Authentic
Points of Entry: Cross-Currents in Storytelling (3) 2005: 131
- 1995** American Association of Family and Consumer Economics: Family Economics and Resource Management Education Award

- 1994** Epsilon Sigma Phi: Tools for Teaching Award
- 1979** Best in Competition Award, NYS Agricultural Society
But is it Milk Without the Moo?

EDUCATION/CERTIFICATION

MA Sarah Lawrence College, ---, Health Advocacy

BS Syracuse University, ---, College of Human Development

AA Green Mountain College, ---, Liberal Arts

An IRB Workshop - A How to and Why, Sarah Lawrence College, April 2005

Writing Winning Grant Proposals Workshop, Professional Development & Research, Binghamton University, January 2005

NIH Human Subject Assurance Training, and NIH Office of Human Subjects Research computer-based training course for NIH IRB members, November 2004

Taos Writing Retreat for Health Professionals, August 2004

New York Citizens' Committee on Health Care Decisions, Doctor-Patient Relationship Workshop, Fall 2003

National Breast Cancer Coalition Project Lead, Fall 2000